

A METHOD OF DISTRIBUTING LEADS TO A RECIPIENT

ABSTRACT

A method, a system, and an apparatus for distributing leads to a recipient. The present invention provides a system that distributes leads to recipients based, in part, on their sales history with previous leads and, in part on how expedient a particular recipient is in acting upon a potential lead. As such, the present invention provides a company with control over which recipients may be given a particular lead. The present invention also presents those recipients with a negative sales history the opportunity to improve upon their past performance and, therefore, start receiving more leads.